



**StrategicAmpersand named winner of 2010 Business America Awards for  
Green/Eco-Friendly and Community Awareness/Outreach  
Campaigns of the Year**

**Toronto, Ont. – July 13, 2010** – StrategicAmpersand announced today that The Golden Bridge Business America awards program, the premier business and corporate recognition competition, has named StrategicAmpersand a winner of the 2010 Business America Awards in two categories: Green/Eco-Friendly and Community Awareness/Outreach Campaigns of the Year. This prestigious awards program recognizes business and corporate professionals in all areas of excellence and accomplishments.

StrategicAmpersand captured both awards for their public relations support of Cisco Canada's One Million Acts of Green initiative. In order to show that individual, organizational and community acts of green can add up to something significant, the program asked Canadians to register Acts of Green online between October 2008 and June 2009. At the end of the program, more than 1.7 million Acts of Green were registered in Canada.

StrategicAmpersand's support of One Million Acts of Green included a social media program on Twitter and a grassroots campaign reaching Canadians through the creation and pitching of educational, tips-based articles targeting community publications between December and May. In six months, these programs garnered more than 1,200 followers on Twitter and nearly 100 news articles across Canada, reaching more than 1.2 million readers.

"StrategicAmpersand is honored to be a winner of two Golden Bridge Business America awards. Cisco's One Million Acts of Green was an exciting program that was meaningful to so many communities and individuals across Canada," said Gayle Robin, President, StrategicAmpersand. "Our social media campaign and local outreach were extremely effective in building community awareness and involvement within a limited budget. I would like to personally congratulate our dedicated team of PR professionals for being recognized by the Golden Bridge Business America Awards."

**About The Golden Bridge Business America Awards**

The mission of Golden Bridge Business America awards program is to honor and recognize companies, organizations and individuals in all areas of business and corporate accomplishments. Business America Awards are part of the worldwide recognition programs including Hot Companies and Technologies, Global Product Excellence and Product Innovations. American and international companies having a business entity and operations in the U.S.A. are eligible to participate – public and private, for-profit and non-profit, large, medium, small and SOHO. For more details please visit [www.goldenbridgeawards.com](http://www.goldenbridgeawards.com)

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**About StrategicAmpersand Inc.**

StrategicAmpersand is Canada's leading integrated marketing communications agency focusing on the advanced and consumer technology industries. With exceptional expertise and a solid record of success, our comprehensive services include strategic planning, public and media relations, marketing communications, web development, corporate communications and more. Clients include Cisco, EMC, VMware, Nikon, CDW Canada, Sony Broadcast Communications Solutions Group, and others. [www.stratamp.com](http://www.stratamp.com)

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**For more information:**

Andrea Berry / Anita Wong

StrategicAmpersand, Inc.

416-961-5595

[andrea@stratamp.com](mailto:andrea@stratamp.com) / [anita@stratamp.com](mailto:anita@stratamp.com)